



Seeding the Future of Sustainable Farming

Advanced farm machines & solutions to deliver on the European Green Deal

Virtual #CEMASummit 2021
14th of April

PLENARY SESSION – MORNING

9h – 12h

Today, more than ever, agriculture matters. The Covid-19 pandemic has reversed any established pattern on the way we live, work and also produce food. The hard work of our farmers, together with technology and advanced agricultural machinery has made it possible to keep a steady supply of food to European citizens every day, everywhere.

It is in that challenging moment that the EU revealed plans to move towards more sustainable farming. The EU Green Deal and the CAP, the Farm to Fork and Biodiversity strategies set ambitious targets to protect nature while producing enough food.

On the **14th of April**, the **#CEMASummit 2021** will be the forum to strike a balance, assess progress and connect technology with the challenges EU agriculture faces today on the aspirations for tomorrow.

Farmers, ag machinery business leaders, EU decision-makers and various stakeholders will meet virtually to discuss:

- Are EU targets to move into more sustainable farming practices aligned with current realities?
- What is the role of farm machinery technology in delivering more sustainable agriculture?
- Are technology and digital farming tools the key to success?
- Are European policies setting the right mechanisms to invest in a sound transition?
- Is the new CAP designed to keep a united agri-food sector in Europe?

OPENING ADDRESS - A CONVERSATION WITH...

Frans Timmermans, Executive Vice-President of the European Commission

Thierry Krier, CEMA President, President & CEO of KUHN

PANEL 1 - Advanced Farm Machines and solutions: enablers of sustainable farming

After setting the scene on where Europe stands in its transition towards sustainability and on the progress brought forward by the EU Green Deal one year after the launch of the Farm to Fork and

Biodiversity strategies, high-level panelists will discuss how advanced farm machines and solutions can help achieve the EU's ambitious targets, debating on:

- What can advanced farm machines do to support innovative farming practices?
- How can precision farming and digital solutions help farmers in adopting a more sustainable (economic, social and environmental) farming?
- What are the steps EU strategies put forward to enhance a sound greener transition?

OUR SPEAKERS:

Pekka Pesonen, Secretary General of COPA COGECA

Mark von Pentz, President, Worldwide Agriculture & Turf Division Europe, CIS, Africa, Asia Small Ag & Turf, John Deere

Geraldine Kutas, Director General of Crop Life Europe

Jacob Hansen, Director General of Fertilizers Europe

Herbert Dorfmann, Member of the European Parliament, AGRI Committee

THINKING OUT OF THE BOX

André Loesebrug-Pietri, Chairman and Scientific Director of JEDI (Joint European Disruptive Initiative)

KEYNOTE ADDRESS – A CONVERSATION WITH...

Janusz Czesław Wojciechowski, European Commissioner for Agriculture and Rural Development

Jerome Bandry, CEMA Secretary General

PANEL 2 – A new Common Agricultural Policy: driver of Investment, Growth and Sustainability

European policies, measures and support schemes will need to be aligned in order to deliver a more sustainable agriculture in Europe for all. The EU Green Deal and the CAP need now to find common paths to be successful and reach the environmental targets by 2030. The stakes of a very diverse agriculture, a large variety of crops and a very different status of farmers' investment capacity in technology play a major role in the definition of the 27 National Strategic Plans. Yet, commonality needs to remain the key for success of a strong single market. Our high-level panelists will exchange about:

- Fragmentation vs commonality, what is the best way forward for the National Strategic Plans?
- Will eco-schemes fast-track investments in advanced farm technologies?
- Will the new CAP preserve the resilience of a well-functioning farming sector?

OUR SPEAKERS:

César Cortes, Head of Agriculture Department, Portuguese Presidency of the Council of the EU

Norbert Lins, Member of the European Parliament, Chair of the AGRI Committee

Carlo Lambro, Brand President, New Holland Agriculture

Representative of Ministry of Agriculture, Italy - invited

Samuel Masse, President of CEJA – EU Young Farmers

Fede Pérez Salvador, Chief Executive Officer - Pulverizadores Fede

Franc Bogovic, Member of the European Parliament, Chair of the RUMRA and Smart Villages Intergroup

CEMA ECONOMIC FORUM

13:10-14:00h

Impact and Adaptation of EU agriculture in times of Covid-19

- How will new farming systems, shift of crops and practices remain profitable for EU agriculture?
 - Ag Machinery Industry & Agriculture Recovery plans at global level: what will other regions do to reverse the Covid19 downward trend?
 - Are farm technologies and agricultural robots the gamechangers for the farming of the future?
 - Before and after Covid19: has the EU agri-food sector come out stronger of the crisis?
- Tassos Haniotis, Director of Strategy, Simplification and Policy Analysis, DG Agri - European Commission
 - Patrick Kück, Senior Vice President, Strategy & Corporate Development – CLAAS KGaA mbH
 - Ignacio Ruiz, Chairman CEMA Economic Experts Group
 - Harry Smit, Senior Analyst Farm Inputs and Farming, Rabobank
 - René Koerhuis, Journalist - Future Farming Magazine
 - Willem Voncken, CEJA – EU Young Farmers

CEMA TECHNICAL FORUM

14:30-16:20h

Sustainable farming: achievements & challenges for advanced farm technologies

Opening speech by Thomas Lorf, Chairman CEMA Technical Board, COO of CLAAS Tractors

SESSION I: New technologies for a connected & smarter agriculture

Joost Vantomme, ACEA

Norbert Schlingmann, Agricultural Industry Electronics Foundation (AEF)

Doris Marquardt, DG Agri – European Commission

Dr Stefan Stiene, DFKI Competence Center Smart Agriculture Technologies

SESSION II: Key conditions to roll out new technologies for a sustainable agriculture

Prof. Dr Patrick Ole Noack, Hochschule Weihenstephan-Triesdorf

Cédric Segueineau, NAIO technologies

Wijnand Sukkel, Wageningen University

Draft Agenda & Schedule

PLENARY SESSION – MORNING

Moderator: Jennifer Baker

9.00h	WELCOME & OPENING REMARKS	Thierry Krier, CEMA President, CEO of KUHN
9.15h	OPENING ADDRESS - A CONVERSATION WITH... Frans Timmermans, Executive Vice-President of the European Commission & Thierry Krier, CEMA President 'The EU Green Deal: challenges and opportunities to shape a sustainable farming in Europe'	
9.30h	TAKE THE CEMA CHALLENGE	
9.40h	SESSION I Advanced Farm Machines and solutions: enablers of sustainable farming	<ul style="list-style-type: none"> ▪ Pekka Pesonen, COPA-COGECA ▪ Mark von Pentz, John Deere ▪ Geraldine Kutas, Crop Life Europe ▪ Jacob Hansen, Fertilizers Europe ▪ Herbert Dorfmann, MEP
10.20h	THINKING OUT OF THE BOX	André Loesekrug-Pietri Director of JEDI -The Joint European Disruptive Initiative
10.40h	TAKE THE CEMA CHALLENGE	
10.50h	KEYNOTE ADDRESS – A CONVERSATION WITH... Janusz Czesław Wojciechowski - European Commissioner for Agriculture and Rural Development & Jerome Bandry, CEMA Secretary General 'Farming the future: an inclusive, modern and greener CAP'	
11.10h	SESSION II A new Common Agricultural Policy: driver of Investment, Growth and Sustainability	<ul style="list-style-type: none"> ▪ César Cortes, Representative of the Portuguese Presidency of the Council of the EU ▪ Norbert Lins MEP ▪ Carlo Lambro, New Holland Agriculture ▪ Representative of Ministry of Agriculture, Italy ▪ Samuel Masse, CEJA – EU Young Farmers ▪ Fede Pérez Salvador, Pulverizadores Fede ▪ Franc Bogovic, MEP
11.50h	TAKE THE CEMA CHALLENGE	
12.00h	TIME TO MEET OUR SPONSORS & PAY A VISIT TO THE VIRTUAL EU PROJECTS EXHIBITION	

AFTERNOON

13.00h	CEMA CHALLENGE RESULTS – HOW WELL DID YOU DO?	
13.10h	<p>ECONOMIC FORUM</p> <p>Impact and Adaptation of EU agriculture in times of Covid-19</p>	<ul style="list-style-type: none"> ▪ Tassos Haniotis, European Commission ▪ Patrick Kück, CLAAS KGaA mbH ▪ Ignacio Ruiz, Chairman of CEMA Economic Experts Group ▪ Harry Smit, Rabobank ▪ René Koerhuis, Future Farming Magazine ▪ Willem Voncken CEJA – EU Young Farmers
14.10h	Key insights & conclusions by CEMA President	
14.20h	VIDEO BREAK	
14.30h	<p>TECHNICAL FORUM</p> <p>(CEMA members & guests only)</p> <p>Sustainable farming: achievements & challenges for advanced farm technologies</p> <p>Session I - New technologies for a connected & smarter agriculture</p> <p>Session II - Key conditions to roll out new technologies for a sustainable agriculture</p>	<ul style="list-style-type: none"> ▪ Joost Vantomme, ACEA ▪ Norbert Schlingmann, Agricultural Industry Electronics Foundation (AEF) ▪ Dr Stefan Stiene, DFKI Competence Center Smart Agriculture Technologies ▪ Doris Marquardt, DG Agri - European Commission ▪ Prof. Dr Patrick Ole Noack, Hochschule Weihenstephan-Triesdorf ▪ Cédric Segueineau, NAIO technologies ▪ Wijnand Sukkel, Wageningen University
16.30h	Closing of the event	